

Message Text

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FM AMEMBASSY DAMASCUS

TO MR. VINCENT MONTARULI

VICE PRESIDENT

UNIVERSAL OVEN

600 SHAMES DRIVE, WESTBURY, L.O.

NEW YORK

CABLE: "MIDVAL" NEW YORK

TEL. EDGEWOOD 3-4422

INFO SECSTATE WASHDC 3666

USDOC WASHDC

AMEMBASSY BEIRUT

UNCLAS DAMASCUS 2165

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BEIRUT FOR AGATT, COMATT, RTDO

E.O. 11652: N/A

TAGS: BEXP, SY

SUBJ: POSSIBLE SALE OF U.S. ARABIC BREAD BAKING EQUIPMENT

UNIVERSAL OVEN

DEAR MR. MONTARULI:

AGRICULTURAL ATTACHE PITCHER HAS INFORMED ME OF YOUR MARCH 10
LETTER TO HIM IN BEIRUT. THE INFORMATION IN YOUR LETTER COMES
AT A MOST TIMELY MOMENT AS THE SYRIAN MINISTRY OF SUPPLY AND
INTERNAL TRADE IS MOST ANXIOUS TO PURCHASE AT LEAST A
DOZEN COMPLETE ARABIC BREAD BAKING LINES TO BE LOCATED IN
12 OF SYRIA'S LARGE URBAN CENTERS. A LEADING AND KNOWLEDGEABLE
SYRIAN BUSINESSMAN, WHO IS VERY WELL INFORMED ON THIS POTENTIAL
BUSINESS IS MR. SAMI S. NADDAF, COMMERCE ENTERPRISE
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REPRESENTATION, P.O. B. 706, DAMASCUS, TEL 224.919; CABLE:

SADAF: TELEX 11247 SY NADDAF. MR. NADDAF IS WELL AND FAVORABLY KNOWN TO THE EMBASSY; HE GUIDED A SYRIAN GOVERNMENT DELEGATION TO THE U.S. LAST FALL ON A BAKERY EQUIPMENT PROCUREMENT MISSION.

MR. NADDAF RECOMMENDS YOU CABLE DIRECTLY TO MR. AHMAD DABBAS, DEPUTY MINISTER, MINISTRY OF SUPPLY AND INTERNAL TRADE, DAMASCUS, AND OUTLINE YOUR COMPANY'S EXPERIENCE, CAPACITY, BACKGROUND, ETC., I.E., CONDENSED VERSION OF YOUR MARCH 10 LETTER. MR. NADDAF ALSO REQUESTS YOU SEND THE SAME CABLE TO HIM AND HE WILL FOLLOW UP WITH DABBAS AND WILL ALSO THEN PROVIDE YOU WITH FURTHER DETAILS CONCERNING THIS IMMEDIATE SALES POSSIBILITY.

I HOPE YOU CAN FOLLOW MR. NADDAF'S SUGGESTIONS. I ALSO WITH TO BRING THE DAMASCUS INTERNATIONAL FAIR (JULY 25-AUGUST 20) TO YOUR ATTENTION AS THIS WOULD BE AN EXCELLENT MEANS FOR UNIVERSAL OVEN TO REACH A WIDE SYRIAN AND ARAB MARKET. FURTHER INFORMATION ON THE FAIR CAN BE OBTAINED FROM DEPT. OF COMMERCE'S CAGNE OFFICE, TEL 202/967-5341; CAGNE CAN ALSO PASS ANY FURTHER INQUIRIES YOU MAY HAVE TO ME HERE IN DAMASCUS. THANK YOU FOR YOUR ATTENTION AND I HOPE YOUR COMPANY CAN TAKE ADVANTAGE OF THIS EXCELLENT SALES OPPORTUNITY. SINCERELY, /S/ RODERICK M. WRIGHT, ECONOMIC/COMMERCIAL OFFICER, AMERICAN EMBASSY, DAMASCUS, SYRIAN ARAB REPUBLIC. PELLETREAU

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